

Hear Ye, Hear Ye! “The Great British Weekend” is coming to Tokyo!

The First Ever Large-Scale British Festival in Japan to Launch 8-10 December 2017.

TOKYO, MINATO-KU, JAPAN, September 20, 2017 /EINPresswire.com/ -- For the first time in Japan, La Ditta Limited will host the largest event of its kind this December - “[The Great British Weekend](#)” (GBW), with the support of an array of British companies and brands. In early discussions, Barclays Securities Japan, BBC, Berry Bros. & Rudd, Brewdog, British Pub Hub, British Airways, Economist Intelligence Unit, THE FootNiK, Hobgoblin, Hunter, Jaguar Land-Rover, Malins, Paddington Bear, Paddington 2 (the film, distributed by Kino Films), Pocket Change, Radley, Robert Walters, Royal Brown, RSVP Magazine and SI-UK have agreed to participate, with more expected to follow shortly.



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*British Chamber of Commerce (BCCJ) President,
David Bickle*

The landmark event will be an exciting celebration of all things British and will be a weekend showcasing the best of British culture, music, sport, travel, fashion, automotive, education, business and of course, delicious British food and drink.

“The Great British Weekend”, conceptualised by Andrew Williams, the newly appointed Senior Vice President of Sales and Events at La Ditta Limited, will run from the 8th to the 10th of December in the heart of Tokyo in Roppongi Hills, drawing in some 300,000 people, being the peak season for visitors to the venue. The event also coincides with the spectacular Christmas illuminations which attracts large numbers of visitors, over a weekend that will appeal to all age-

groups in Tokyo.

“The Great British Weekend” event draws upon the years of La Ditta Limited's extensive event management experience. Oxford-educated entrepreneur and founder of La Ditta Limited, Harry Hakuei Kosato states “We are pleased to bring a landmark British event to the heart of Tokyo. We have worked with The Ireland Japan Chamber of Commerce (IJCC) to expand Asia's biggest St Patrick's Day event “The I Love Ireland Festival” in Tokyo, founded India's biggest Japan event “The Cool Japan Festival”, and are excited to bring this event to Japan.”

As the oldest union of countries in the world and with future trade negotiations with Japan on the horizon, this is a great opportunity for British businesses in Japan to come together and contribute to creating a truly British atmosphere in Roppongi Hills. As the UK embarks on its new direction in reaching out to Japan and the rest of the world, it will be an opportunity to engage with a large Japanese and Tokyo-based audience whilst enjoying the festive Christmas illuminations and festival atmosphere during early December.

As a member of the British Chamber of Commerce (BCCJ), La Ditta Limited developed “The Great British Weekend” to provide a platform for other members and British companies to collaborate in creating an exciting and amplified celebration of Britain in a great venue to an audience of 300,000 people. In recognition of producing an event of this magnitude promoting Britain, BCCJ President, David Bickle, stated “The British Chamber of Commerce in Japan supports all efforts by its members to further enhance the strong relationship between Japan and the UK and to strengthen business ties between the two countries. We are delighted to see La Ditta working to promote British culture in Japan, and wish them every success in hosting their inaugural Great British Festival.”

In keeping with Britain’s strong sporting heritage and with Japan hosting the 2019 Rugby World Cup, there will be various presentations at our event in support of Rugby in Japan. Another key part of “The Great British Weekend” is bringing a charitable element to the event. We will be announcing our partners shortly, but since December is the “month of giving” in Japan, we will be bringing a CSR (Corporate Social Responsibility) angle as well as a new scheme to foster a “giving back culture” in the height of the pre-Christmas season.

We would like to extend a great British welcome to all those who would like to showcase or experience various aspects of British life, where you can taste authentic British food and beverages, enjoy music and stage performances and discover more about British sport and fashion, whilst completely immersing yourself in British culture.

With over 15,000 British people living in Japan, this is a great opportunity for the British community; businesses and those promoting British products to come together with Japanese people and experience cool Britannia in the heart of Tokyo, at Roppongi Hills!

Follow us over the coming weeks for more updates on “The Great British Weekend” and we look forward to seeing you there for an exciting and very British weekend this December.

Website: thegreatbritishweekend.com

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